
DESIGN IMPACT III

ARTX-C1007 / 6 ECTS / PERIOD III - V

English-medium Bachelor's Programme in Design

Aalto ARTS / Dept. of Design and Art & Media

Namkyu Chun, Tarja Nieminen, Simo Puintila

RESPONSIBLE TEACHERS



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INTENDED LEARNING OUTCOMES

After this course, you should be able to:

- recognize different career paths for designers in both private and public sector.
 - articulate a personal direction for what to pursue upon the completion of their studies.
 - recognize basic business principles for sustaining a professional career as a designer as well as compile and present some of their design capabilities in marketable design offerings and/or services.
 - compile a physical or digital portfolio in which they document and present their design expertise and experiences in visual and textual form.
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COURSE SCHEDULE

| Per | No | Mon | Day | Time | Topic | Teacher(s) | Location* | Type | Objectives |
|-----|----|-----|-----|-------------|-------------------------------------|-----------------|---------------------------|------------------|---|
| III | 1 | Jan | 10 | 13:15-14:00 | Course Overview | Namkyu | U356 ALMA MEDIA (U) | Lecture | Understanding practicalities of the course |
| III | 1 | Jan | 10 | 14:15-17:00 | Introducing Past Projects | Teaching Team** | U356 ALMA MEDIA (U) | Presentation | Presenting a summary of previous projects |
| III | 2 | Jan | 17 | 13:15-17:00 | Selecting a Project to Revise | Teaching Team** | U356 ALMA MEDIA (U) | Presentation | Presenting a project to revise |
| III | 3 | Jan | 24 | 13:15-15:00 | Professional Identity Intro | Namkyu | U356 ALMA MEDIA (U) | Workshop | Developing personal SWOT Analysis |
| III | 3 | Jan | 24 | 15:15-17:00 | Identifying a Role Model | Namkyu | U356 ALMA MEDIA (U) | Lecture | Finding/analyzing a professional role model (how to become like that) |
| III | 4 | Jan | 31 | 13:15-17:00 | Role Model Analysis | Teaching Team** | U356 ALMA MEDIA (U) | Presentation | Presenting the role model analysis and business card |
| IV | 5 | Feb | 28 | 13:15-17:00 | Track Work (Design or Media) | Simo & Tarja | M134 (V) | Small group | Working on project revision / building a portfolio |
| IV | 6 | Mar | 7 | 13:15-17:00 | Site visit? | Simo & Tarja | M134 (V) | Small group | TBD |
| IV | 7 | Mar | 14 | 13:15-17:00 | Track Work (Design or Media) | Simo & Tarja | Q202 (V) | Small group | Working on project revision / building a portfolio |
| IV | 8 | Mar | 21 | 13:15-17:00 | Site visit? | Simo & Tarja | M134 (V) | Small group | TBD |
| V | 9 | Apr | 22 | 09:15-12:00 | Workplace Analysis | Teaching Team** | U261 OP (U) | Presentation | Presenting analysis of visited work places (how they are good/bad, why, etc.) |
| V | 10 | Apr | 29 | 09:15-12:00 | Guest lecture | TBD | U261 OP (U) | Lecture | On professional skills as designer |
| V | 11 | May | 6 | 09:15-12:00 | Communicating Design | Namkyu | U261 OP (U) | Lecture | Choosing the language, audience and setting |
| V | 12 | May | 13 | 09:15-12:00 | Internal Presentation | Teaching Team** | U261 OP (U) | Presentation | Oral presentations on the individual/professional identity with the revisited project |
| V | 13 | May | 20 | 09:15-12:00 | Tutorial Session / Production | Teaching Team** | U356 ALMA MEDIA (U) | Independent work | Work session based on the track (design / media / research), final fair preparation |
| V | 14 | May | 27 | 09:15-12:00 | Tutorial Session / Production | Teaching Team** | U356 ALMA MEDIA (U) | Independent work | Final fair preparation, finetuning / addressing technical issues |
| V | 15 | Jun | 3 | 09:15-17:00 | Final event (together with DI1 & 2) | Teaching Team** | U261 OP (U) & Gallery TBD | Fair | Narrative of the student's identity as designer |

*Location: (U) Undergraduate Centre, (V) Väre, Zoom: <https://aalto.zoom.us/j/68559032120>

**Period III: 100% remote teaching (via Zoom)*

FINAL OUTCOME: YOUR IDENTITY AS A DESIGNER

- Content: A brief narrative to show what kind of designer you are based on your work (Max 5 minutes)
- Format: Exhibition? (To be decided)
- Dissemination: Online archive (via aalto.fi)
- Final event: FAIR! (on Friday, June 3, 2022)
 - Aligning activities together with Design Impact I & II.
 - Its program and location to be confirmed.



La Clairvoyance by René Magritte

Merriam-Webster: 1. The power or faculty of discerning objects not present to the senses.

2. Ability to perceive matters beyond the range of ordinary perception

TWO MODES OF WORKING IN DI3

Individual

- Overall, you are working as an individual for your portfolio revision, other presentations (role model / workplace analysis) and final assignment.
- All assignments are submitted individually.

Group

- For your 'track work', you are joining a small group based on your interested in Design or Media.
 - Each group is tutored by Simo (Design) or Tarja (Media) to get a more field specific support for your individual work.
 - You can join site visits organized by Simo / Tarja regardless your selection of the group.
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ASSESSMENT

You must pass all following assignments:

- **Project to Revise (Due: 16 January):** Peer/teacher feedback. To collect the materials. Pass if you submit on time.
- **Role Model Analysis (Due: 30 January):** Peer/teacher feedback. To collect the reports. Pass if you submit on time.
- **Workplace Analysis (Due: 21 April):** Peer/teacher feedback. To collect the reports. Pass if you submit on time.

Your course grade is mainly based on:

- **Internal Final Presentation (Due: 12 May):** Score of a student is proposed by responsible teachers (Evaluation criteria: TBA).

Your attendance matters:

- **80% of your attendance for contact teaching sessions is required to pass the course.**
 - **Fair (3 June):** Participation of the Final Fair and its preparation.
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QUESTIONS?

General feedback for the course: <https://presemo.aalto.fi/DesignImpact3/>

PORTFOLIO HIGHLIGHT

Present summarized highlights of your previous/ongoing works in 10 minutes.

WHAT'S NEXT?

Choose one of the projects based on teachers' comments / suggestion(s).

Present one project in detail with your improvement plan (max 10 minutes).

**Submit your presentation materials: MyCourses > Assignments > Project to Revise (due: 16 Jan.)*
